

STARK UK Regional Roadshows Q1 2024

Key Messages for Cascade Team Talks

- We're currently operating in a very challenged market and yet we have a fantastic opportunity to deliver on our Trust in Better strategy and plans. We've made and will continue to make lots of little – and big improvements that will make the ease of trading with customers better. We're seeing lots of pockets of brilliance – and need to see more.
- We need to do the basics brilliantly. We need to keep things simple, focus on our existing customers, attract new customers and make sure branch teams are fully supported to drive competitive, profitable and sustainable growth. The focus needs to be on growing live credit accounts.
- We've got a simple strategy that will get us to being the UK's number one builders' merchant. The Trust in Better strategy is removing the things getting in the way, so there's really nothing that's stopping us focusing on our customers. That's what we need to focus on.
- There are a lot of changes and improvements that have been delivered in 2023 with clear plans for 2024, from range, availability, and price guidance to investment in branch improvements and learning and development.
- Our Tell Us Survey results show strong colleague loyalty to the company, at 82, with colleagues saying they're engaged, at 67. The eNPS score, which measures how people feel about STARK UK as a place to work, is also positive at 11. There are strengths to keep building on and themes we need to focus on and improve, too.
- We can all make little improvements, every day, to bring our best and deliver a little bit more brilliance to all that we do. It's within our gift to go from good to great.